

## DOWNTOWN DESIGN GUIDELINES – DESIGN NARRATIVE

**Project:** Seasons on Meeker Townhomes and Market Hall/ Brewery

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### PART 3. BUILDING DESIGN – FORM AND MASSING

#### **3.B.1 Applicability and Requirements**

Design Guideline 3.B applies to both the Townhomes and the Market Hall and Brewery components.

Applicability:

These standards apply to all new buildings exceeding 10,000 square feet, as well as to any new street-facing elevations and revisions to existing façades.

#### **3.B.2 Site and Neighborhood Context**

The site is an urban infill parcel located at the edge of the downtown core. Surrounding development consists primarily of one- to two-story masonry and concrete commercial buildings. The Sound Transit rail line runs directly north of the property, which fronts E Main Avenue to the north, 3rd Street SE to the east, and E Meeker Street to the south. As part of this project, E Meeker Street will be transformed into a market street to complement and activate the development.

#### **3.B.3 Building Scale and Bulk**

Townhomes —

The townhome structures are carefully modulated to create visual interest and reduce apparent massing. The first and second floors establish a strong, well-defined base, while the upper floor is stepped back to further diminish perceived scale. Material transitions are strategically employed to enhance the overall aesthetic, and bay windows, particularly along the promenade frontage, contribute to a more pedestrian-oriented façade.

Market Hall and Brewery —

A combination of materials and varied glazing patterns is used to reduce the apparent scale and bulk of the existing commercial structure. The parapet line has been unified, establishing a continuous cornice that provides a cohesive architectural expression.

#### **3.B.4 Height**

Townhomes —

The maximum parapet height at the third story is 31'-0", while the majority of the building is two stories with a parapet height of 23'-6". Upper-story setbacks,

particularly along the promenade frontage, have been incorporated to reduce scale and improve compatibility with the streetscape. The three-story units are intentionally positioned away from the public right-of-way to minimize visual impact.

Market Hall and Brewery —  
N/A; existing structure.

### **3.B.5 Setbacks**

Townhomes —

The maximum parapet height at the third story is 31'-0", while the majority of the building remains two stories in height. Upper-story setbacks, particularly along the promenade frontage, are incorporated to reduce perceived massing and enhance the pedestrian scale. The three-story units are located away from the public right-of-way, minimizing their visual impact..

Market Hall and Brewery –

N/A The existing building is a single story building with a small mezzanine. The maximum height is 20', this portion is located away from the ROW.

### **3.B.6 Modulation of Building Form**

Townhomes —

The townhomes reinforce horizontal patterns through two-story base expression, third-story setbacks, and façade articulation using projections and recesses. Flat roofs with parapet articulation define individual units and maintain a pedestrian-friendly scale consistent with surrounding development.

Market Hall and Brewery —

The Market Hall and Brewery utilize broad horizontal modulation with continuous parapets, recessed wall planes, and large glazed openings to reduce massing. Canopies and articulated corners highlight entries and support wayfinding, while shared materials create a cohesive transition to the adjacent townhomes.

### **3.B.7 Exterior Public Space, Interior Galleria or Arcade Space**

A central design feature of the proposed development is the pedestrian promenade, envisioned as a lively connector between the project and the future market street. This shared public space serves as the social heart of the site, encouraging movement, gathering, and visual continuity across the development. The Townhomes and Market Hall and Brewery buildings frame the promenade on either side, creating a welcoming, human-scaled corridor that blends residential and commercial activity while strengthening the sense of place and community identity.

## PART 4. BUILDING DESIGN – FAÇADE

### **4.B.1 Applicability and Requirements**

Design Guideline 4.B applies to both the Townhomes and the Market Hall and Brewery, ensuring a cohesive architectural character across the entire development.

Applicability:

These guidelines apply to all new buildings exceeding 10,000 square feet, as well as to new or modified street-facing elevations and revisions to existing façades.

- **4.B.2 Façade Composition**

Townhomes —

The façade composition of the townhomes is driven by a careful balance of material layering, projection, and recess. Masonry serves as the primary exterior material, drawing from the established vernacular of the surrounding commercial context. To reduce the perceived bulk and scale of the brickwork, the façade is articulated with depth and shadow, introducing a rhythm of pushes and pulls that foster a more pedestrian-scaled experience. This modulation is further enhanced using contrasting materials, which accentuate the building’s vertical and horizontal shifts while reinforcing a refined, contemporary aesthetic.

Market Hall and Brewery —

The Market Hall and Brewery façade employs a complementary yet distinct strategy—maintaining the scale and presence appropriate to a commercial structure while still introducing variation and visual relief. Here, massing moves occur at a broader scale, with larger façade shifts used to define the building’s character. The design relies more heavily on material variation and glazing rhythm to establish interest and depth, preserving the authentic industrial expression of the original structure while tying it cohesively to the townhome development.

- **4.B.3 Horizontal Articulation of Façade**

N/A chose to implement 4.B.4 and 4.B.5

- **4.B.4 Façade Modulation**

Townhomes —

The modulation strategy for the townhomes focuses on reducing the perceived bulk and scale of the residential units while maintaining a subtle commercial rhythm consistent with the surrounding urban context. A strong cornice line reinforces a two-story expression, while the third-story setbacks are designed to soften the building’s vertical presence and preserve the character of a two-story

streetscape. The pedestrian entries are thoughtfully recessed beneath projecting second-floor bays, creating both visual depth and sheltered entry points.

Market Hall and Brewery —

Modulation of the Market Hall and Brewery occurs at a broader architectural scale, reflecting its commercial nature and larger massing. Strategic moves—such as removing the former covered outdoor area and recessing portions of the street-facing façade—serve to break down the overall scale and create a more dynamic relationship between solid wall elements and expansive glazing. This approach enhances visual variety and transparency, inviting activity and interaction along the street frontage.

#### **4.B.5 Window and Glazing Design**

Townhomes —

The glazing strategy for the townhomes is designed to reflect the commercial character of the surrounding streetscape while maintaining a comfortable residential identity. Larger window openings at the first and second floors echo nearby storefront proportions, creating transparency and visual engagement along the promenade. A combination of fixed and operable casement windows introduces variation and rhythm within the façade. At the third floor, smaller window openings are used to differentiate the residential character from the more commercial expression below, reinforcing a clear hierarchy between the building's base and upper levels.

Market Hall and Brewery —

The Market Hall and Brewery preserve the large storefront openings characteristic of the original façade, maintaining a strong connection to its commercial roots. This is further enhanced by the addition of glazed overhead doors, which open the interior directly to the street and blur the threshold between indoor and outdoor spaces, activating the public realm and reinforcing the building's role as a community gathering space.

#### **4.B.6 Façade Materials**

Townhomes —

The material palette for the townhomes establishes a refined and contemporary expression while maintaining compatibility with the surrounding urban context. A light gray brick base provides visual grounding at the pedestrian level, while metal panel accents of a consistent dark gray tone are used at both the upper and lower levels to create cohesion across the façade. The panels introduce depth and shadow, helping to break down the building's scale and add visual interest. This continuity in color and material reinforces the modern character of the architecture while maintaining a clear hierarchy between the solid brick base and lighter metal detailing.

Market Hall and Brewery —

The Market Hall and Brewery utilize a blend of new and existing materials to

unify the building's identity while celebrating its commercial heritage. Brick masonry and exposed CMU form the primary façade elements, with a dark brick introduced along the main street-facing elevations to establish a strong visual anchor. Dark-tinted stucco accents provide subtle contrast and texture, while select portions of the existing CMU are enhanced with a mural treatment to homogenize the façade and introduce a distinctive artistic element.

## PART 5. PEDESTRIAN EXPERIENCE

### **5.B.1 Applicability and Requirements**

Design guidelines 5.B applies to both the Townhomes and Market Hall and Brewery.

Applicability:

All new construction and additions and Façade improvements to buildings located on pedestrian-oriented streets.

### **5.B.2 Wayfinding Elements and Strategies. Recommended at all street-facing facades.**

The project employs a series of integrated wayfinding strategies to guide movement and strengthen the pedestrian experience. The design is anchored by the central promenade, which connects the Townhome and Market Hall buildings and serves as the primary organizing element of the site. Large canopies, varied paving patterns, and the active uses generated by the Market Hall collectively draw visitors into the property and naturally direct them toward areas of activity and gathering. These design elements work together to create an intuitive, engaging, and visually cohesive circulation experience throughout the development.

### **5.B.3 Ground Level Transparency**

Townhomes —

At the south façade of the Live/Work Townhome, 8'-0" storefront glazing enhances visibility and daylight, reinforcing the work-oriented character of this frontage.

Market Hall and Brewery –

A combination of 8'-0" storefront glazing and glazed overhead doors provides ground-level transparency and activates the street frontage.

### **5.B.4 Building Entries**

Townhomes —

Primary entries are accessed from the pedestrian promenade. Each entry is set

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back 5'-6" to create a private patio transition, with landscaping used to define and screen the space from public areas.

Market Hall and Brewery —

The main entry is located along the pedestrian promenade and sheltered by a large canopy, providing clear wayfinding and weather protection for visitors.

## **5.B.5 Pedestrian Weather Protection**

Townhomes —

Along the south street-facing façade, 5'-0" deep metal canopies extend over the storefront and primary entries. At each unit entry, a smaller 3'-6" canopy provides a residential-scaled transition. The canopy design complements the architectural character of adjacent properties.

Market Hall and Brewery —

Along the south façade and at the main courtyard entry, 5'-0" deep metal canopies extend across the storefront and primary entrances. The canopy design aligns with the aesthetic of neighboring buildings, reinforcing visual cohesion within the block.

## **5.B.6 Lighting**

Townhomes —

Sconce lighting is proposed at and around each individual entry, providing illumination, safety, and a residential-scale character along the promenade.

Market Hall and Brewery —

Sconce fixtures are placed intermittently along the building perimeter to enhance visibility and highlight entry locations.

## **5.B.7 Signage**

Townhomes – No project signage is proposed for the townhome units other than Address numbers.

Market Hall and Brewery – The project includes both primary and secondary signage. Primary signage is mounted along the Meeker Street façade, with secondary signage oriented toward the promenade. All signage will feature a modern design, utilizing metal construction with subtle backlighting.

## **5.B.8 Blank Wall Treatment – Street Facing Facades**

Townhomes —

No blank façades are proposed. The design incorporates modulation, material variation, and color changes to maintain visual interest and scale.

Market Hall and Brewery —

No blank façades are proposed. The building features articulation through

massing, material contrast, and color differentiation to enhance street presence and continuity with adjacent development.

## **5.B.9 Strategies for Parking Garage Entrances and Parking Structures**

N/A